

## ABSTRACT OF THE DISCLOSURE

Disclosed is a customer relationship management system and operation method thereof that enables a technician to seize the customer's satisfaction and sensitivity with respect to respective service providers, perform reception of the corresponding customer based on the seized information, register the seized information in a database, and perform a service using a proper reception for the corresponding customer after confirming the sensitivity of the customer. According to the customer relationship management system and operation method, the customer can directly select the technician, and thus remove the uneasy feeling caused by a strange visitor. Also, by confirming again the customer's satisfaction with the service after completion of the service providing, the reliability of the service with respect to the customer is improved.